

Market Range Detail - Communications Manager (County)

Effective Date

September 5, 2011

Market Range Title Description

This is a single position market range title that works under the direction of the Director of Governmental Relations & Communications in the planning and directing of county-wide public information and communication activities and programs. Typical job duties include: acting as the spokesperson for the County with the media, other agencies, and citizens; analyzing, developing, and implementing effective internal and external communications programs; working with the Board of Supervisors and County management to develop goals and communication strategies; developing public information programs to communicate County programs and services to the public; providing guidance to Board-appointed departments on sensitive and often controversial public information issues; advising County management on how to respond to public information requests or concerns; arranging and overseeing press events for the Board of Supervisors and County leadership; working closely with departmental public information officers to communicate County policies and actions and ensure coordination of public information issues; creating and delivering press releases, articles, speeches, and other related communications for publication; overseeing internal communications to County employees including visual displays, production of newsletters and web sites, and occasional employee events; overseeing the preparation of a broad range of communications materials about County issues, programs, and services; fostering and maintaining positive relationships with the local media and local governmental organizations; managing subordinate communications and media staff; assisting the Director with the division's budget. The Communications Manager - County reports to the Director Governmental Relations & Communications.

Market Range

Minimum Hourly Rate
\$35.02

Midpoint / Hiring Maximum
\$42.71

Maximum Hourly Rate
\$50.40

Likely Minimum Qualifications

- Bachelor's degree in public relations, journalism, or closely related field
- 5 years of professional experience in journalism, public relations or mass media communications including 2 years of supervisory experience
- Other combinations of education and experience may be considered in substitution for the minimum qualifications

Working Titles

- Communications Manager - County

Glossary:

Market Range Title: Broad grouping of related positions with like job responsibilities and qualifications. Market Range Titles typically include positions ranging from entry level to senior/lead level unless indicated otherwise.

Effective date: The date the salary range was implemented for use.

Market Range Title Description: Broad description of sample job duties and responsibilities of positions included in the Market Range Title. Each position included in a Market Range Title also has a job description that is specific to the department. Departments are responsible for writing and maintaining job descriptions for positions in their department. Employee Compensation is responsible for writing and maintaining Market Range Title Descriptions.

Likely Minimum Qualifications: Typical minimum qualifications for positions assigned to the Market Range Title. Because a broad group of jobs in different departments are included in a Market Range Title, minimum and preferred qualifications may vary slightly depending on the area of assignment.

Market Range: The minimum, midpoint, and maximum salary points for all positions included in the Market Range Title.

Hiring Range: The hiring range for all positions is ordinarily the minimum of the market range to the midpoint. The use of a different hiring range must be approved by Employee Compensation. Departments should use a hiring range that is within their funding capabilities and are required to comply with the County's Funded Position Policy ensuring that applicants are extended a rate that is supported by the department's budget.

Working Title: The specific title used by a department to identify a position within their organizational structure. Use of working titles is flexible and aimed to assist departments in identifying the unique functions and responsibilities of each position and is representative of the assigned Market Range Title. Ordinarily, supervisory and/or managerial titles should not be used for positions not assigned to a supervisory and/or manager Market Range Title.